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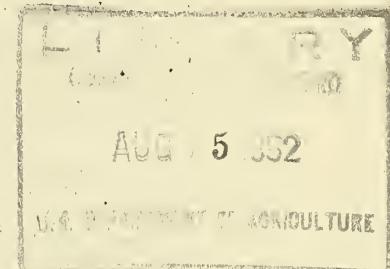
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

JUNE 1952



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington 25, D. C.
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Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during June 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act (RMA Title II).

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
JUNE 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders bought the equivalent of 6,470,000 boxes of oranges during June 1952, in the form of fresh oranges, frozen concentrated orange juice, and canned single strength orange juice. This represented an increase of 36 percent over purchases during the corresponding month last year. Purchases of 1,790,000 cases of canned single strength orange juice were 32 percent larger than a year ago, while those of frozen concentrated orange juice--3,811,000 gallons--were more than double those of June 1951. Householders purchased more Florida oranges than in June last year, but smaller purchases of California-Arizona oranges reduced purchases of all fresh oranges to a level slightly below that of a year earlier.

Purchases of grapefruit, canned single strength grapefruit juice and frozen concentrated grapefruit juice by householders were equal to 2,201,000 boxes of fresh fruit during June, 7 percent more than a year ago. This increase was attributable to purchases of almost one-fourth more fresh grapefruit than in June of last year. Purchases of canned single strength grapefruit juice, on the other hand, were almost unchanged from a year ago, while the quantity of frozen concentrated grapefruit juice bought by householders was somewhat less.

Householders bought the equivalent of 960,000 boxes of lemons in the form of frozen and canned lemonade bases, juice, and fresh lemons during June 1952. This was the largest total for any month during the past year, exceeding that of last June by almost one-half. Purchases of canned lemon juice and the lemonade bases were at the highest levels in the past year. Frozen lemonade base purchases, 795,000 gallons, were nearly 2 3/4 times as large as a year ago, when the product was relatively new to many consumers, and exceeded those of August, the month of largest purchase last year, by more than one-third.

Household purchases of most canned single strength juices were larger in June than in the preceding month or in June a year ago.

Householders bought 4,351 tons of dried prunes during June, 19 percent more than in the same month last year. Prices paid averaged 23.7 cents per pound, or about 3 cents less than a year ago. Dried apricot purchases amounted to 352 tons, a decline from a year ago, while purchases of 231 tons of dried peaches represented an increase. Total date purchases declined substantially from May and were 13 percent below those of June last year. Householders bought 408 tons of domestic dates and 216 tons of imported dates.

FROZEN JUICES AND ADE BASES

Frozen concentrated orange juice purchases by householders totaled 3,811,000 gallons in June 1952, almost unchanged from the record volume bought during the preceding month (fig. 4). However, prices consumers paid for frozen concentrated orange juice during the month averaged 15.3 cents per 6-ounce can, one half cent higher than in May. The increase in the prices paid was associated with a slight decline in the average volume purchased per family during the month--40 ounces, compared with over 41 ounces in May. This decline was offset by the continued increase in the percentage of families buying this product. Almost 27 percent of all families bought frozen concentrated orange juice during June, a record high (table 1). In comparison, 16 percent of all families bought single strength orange juice during June 1952, while 38 percent purchased fresh oranges.

For the period, January-June 1952, household purchases of frozen concentrated orange juice amounted to about 22,500,000 gallons, or 89 percent more than the 11,888,000 gallons bought by householders in the corresponding months of 1951.

Householders bought 402,000 gallons of shelf-pack (nonfrozen) orangeade base during June, 50 percent more than in April, the last month that these data were reported (table 1). Almost 5 percent of all families bought shelf-pack orangeade base during the month, compared with about 3 percent in April. Prices paid by consumers were slightly higher, averaging 14.9 cents per 6-ounce can. Families that purchased averaged about 25 ounces each during the month, compared with nearly 30 ounces last April.

Record purchases of 795,000 gallons of frozen lemonade base were reported by householders during June, nearly 4 times the amount purchased in the preceding month and about 2-3/4 times the quantity purchased in June last year (table 1). An average of 1 out of 10 families bought frozen lemonade base, more than double the number that purchased during the preceding month. Other factors in this increase were the gain in the average number of purchases per buying family, from 1.4 in May to 1.6 in June, and the increase from 11 ounces to over 13 ounces in the average size of each purchase. Consumers paid an average of 15.4 cents per 6-ounce can for frozen lemonade base in June, slightly more than in May but almost unchanged from the average in April.

Householders bought 132,000 gallons of shelf-pack (nonfrozen) lemonade base during the month. Consumers paid an average price of 13.3 cents per 6-ounce can. Purchases during June averaged about 16 ounces per buying family.

Householders purchased 249,000 gallons of frozen concentrated grape juice during June, the largest volume reported for any month to date and almost one-fourth more than the previous record reported last March (table 1). Families making purchases in June paid an average of about 22 cents per 6-ounce can, which was about the same as that reported in May. A larger proportion of families bought frozen concentrated grape juice than in any preceding month--4.7 percent of the total. Consumers averaged slightly more than 10 ounces per purchase, a record for any month so far.

CANNED JUICES

Householders bought a total of 8,112,000 cases (equivalent No. 2 cans) of all canned single strength juices during June 1952, 5 percent more than in May and one-fifth more than in June a year ago (table 2). Purchases of each of the canned single strength juices, except prune and tomato juices, were larger in June than in the preceding month. Larger purchases of orange juice, however, were primarily responsible for the increase. Compared with a year ago, purchases in June 1952 of each canned single strength juice, except grapefruit and vegetable combination juices, were larger.

Consumers bought 1,790,000 cases (equivalent No. 2 cans) of canned single strength orange juice during June, 11 percent more than in the preceding month and almost one-third more than in June last year (fig. 5). Prices paid averaged 25.3 cents per 46-ounce can, almost unchanged from the average in May but 6 cents below that of June 1951. Families that bought canned orange juice purchased an average of nearly 2-1/2 of the 46-ounce cans, slightly more than in May. About 16 percent of all families purchased canned orange juice during June, compared with 15 percent the preceding month and 14 percent a year ago.

Householders also reported purchasing 350,000 cases (equivalent No. 2 cans) of canned single strength orangeade during June, compared with 224,000 cases during April, when purchases of this product were last reported (table 5). Consumers paid an average of 26.6 cents per 46-ounce can for single strength orangeade, slightly less than in April. Purchases were made by 3.4 percent of the families.

Canned single strength grapefruit juice purchases by householders amounted to 1,126,000 cases (equivalent No. 2 cans) in June, almost the same as in May and in the corresponding month a year ago. Consumers paid an average of about 21 cents per 46-ounce can for grapefruit juice during May and June 1952, nearly 5 cents per can less than in June 1951 (fig. 5). Almost 11 percent of all families bought canned grapefruit juice during the month.

Householders bought 511,000 cases (equivalent No. 2 cans) of orange-grapefruit blended juice during June, 11 percent more than in May and one-fifth more than a year earlier (fig. 5). The average price paid by householders--24.5 cents per 46-ounce can--was almost 1 cent higher than in the preceding month but was down more than 5 cents from a year ago.

Consumers bought 1,690,000 cases (equivalent No. 2 cans) of tomato juice during the month. These purchases were slightly below those of May but exceeded purchases in June 1951 by one-fourth (table 2). One out of five families purchased tomato juice during June, the largest proportion of families buying any canned single-strength juice in the month. The average price paid--26.9 cents per 46-ounce can--was relatively unchanged from the preceding month.

There was little change from May in the volume purchased or prices paid for canned pineapple by householders (table 2). Purchases of 1,293,000 cases (equivalent No. 2 cans) were almost 30 percent larger than a year ago, while prices averaged 16 percent lower.

Householders bought the equivalent of 137,000 cases of No. 2 cans of canned lemon juice during June. This volume was more than twice the amount purchased in May and was almost 60 percent more than was purchased in June 1951 (table 2). The average price paid by householders--9.7 cents per $5\frac{1}{2}$ -ounce can--was almost unchanged from the preceding month or a year ago. These gains were accompanied by substantial increases in household purchases of both fresh lemons and lemonade bases.

Household purchases of prune juice in June were equal to 363,000 cases of No. 2 cans, slightly less than in May but 12 percent more than a year ago (Table 2). The average price paid was almost the same as in the preceding month and a year earlier--32.3 cents per 32-ounce bottle.

FRESH CITRUS FRUIT

Consumers bought 577,000 boxes of fresh lemons in June. This was the largest volume purchased during any month since this series began in October 1949, except for July 1951 when householders bought 584,000 boxes (fig. 8). Purchases in June exceeded those of the same month last year by almost one-fourth. Consumers paid an average of 46 cents per dozen for lemons in June, 4 cents more than a year earlier.

Householders purchased a total of 2,174,000 boxes of fresh oranges in June, almost one-fourth less than in May and slightly less than the 2,296,000 boxes purchased in June 1951 (fig. 1). Purchases of California-Arizona oranges amounted to 826,000 boxes, moderately smaller than in May but 29 percent less than purchases in June a year ago. (fig. 6). Consumers paid an average of nearly 39 cents per dozen for California-Arizona oranges, 3 cents less than in May and 2 cents below the average in June 1951. About 19 percent of all families bought California-Arizona oranges, practically the same as in May but substantially below the 25 percent that bought in June last year.

Florida orange purchases by householders were 969,000 boxes in June, a decline of about a third from the quantity purchased in May. Purchases, however, were 17 percent larger than a year ago. Householders paid an average of 38 cents per dozen for Florida oranges, compared with nearly 46 cents a year earlier (fig. 6).

Fresh grapefruit purchases by householders declined in June to 986,000 boxes. However, this volume was almost one-fourth larger than purchases a year ago. Prices paid averaged 91 cents per dozen, nearly 7 cents more than in the preceding month but 3 cents less than in June 1951 (fig. 7).

DRIED FRUITS

During June 1952, householders bought 4,351 tons of dried prunes, about 19 percent more than in the corresponding month last year and 16 percent more than in June 1950 (fig. 9). The average price paid by consumers--23.7 cents per pound--was about 3 cents less than in June a year ago but

was almost the same as in the corresponding month of 1950. Since nearly the same percentage of families bought dried prunes--9 percent--as in June of the past 2 years, the increase in purchases was the result of larger average purchases per family.

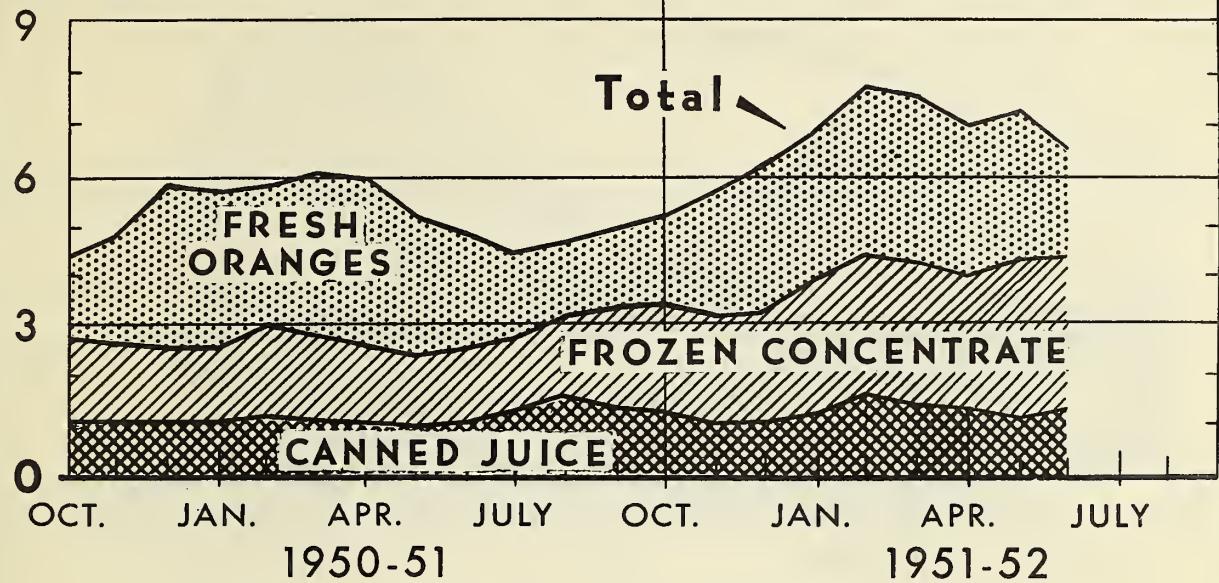
Dried apricot purchases by householders amounted to 352 tons in June, somewhat less than in the same month last year. Purchases of dried peaches totaled 231 tons, a decline from May but above purchases reported in June 1951 (table 4). Householders paid an average of 61 cents per pound for dried apricots and 42 cents per pound for dried peaches, almost unchanged from June a year ago.

Householders purchased 644 tons of dates during June 1952. This marked the first month this season that purchases did not exceed those of the corresponding month a year earlier. Purchases of both domestic and imported dates were somewhat lower than in June of last year (fig. 10). Household purchases of domestic dates in June were about half as large as in the preceding month, while those of imported dates were about three-fourths as large. These declines were primarily the result of fewer families making purchases.

Consumers paid an average of about 26 cents per pound for domestic dates and 48 cents per pound for imported dates. This represented a slight decline from the preceding month in the average price householders paid for domestic dates and a small increase in the average paid for imported dates.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

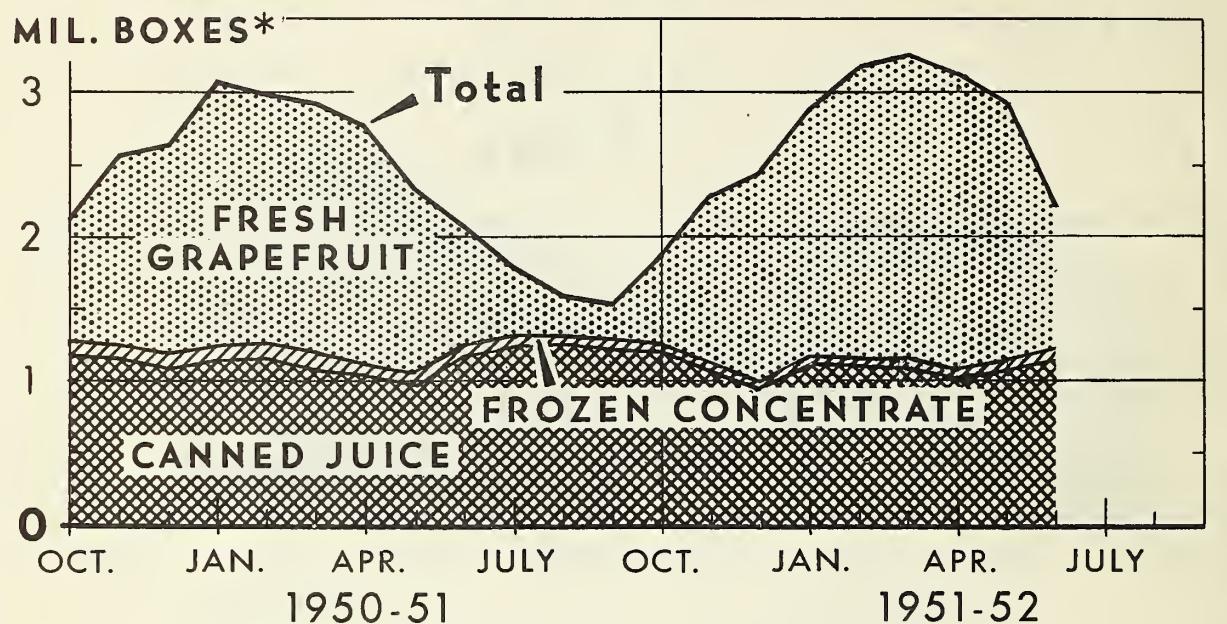
Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single-strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
December	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
October-December 3/	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
January	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
February	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
March	3,301	3,375	2,752	1,600	1,399	1,119	7,452	6,094
October-March 3/	18,775	18,498	15,463	10,044	8,358	7,058	42,596	35,600
April	3,103	3,401	2,628	1,516	1,310	1,043	7,041	5,990
May	2,846	2,796	2,993	1,440	1,168	944	7,007	5,180
June	2,174	2,296	3,001	1,444	1,295	1,013	6,470	4,753
October-June 3/	27,632		14,841		10,284			52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season 3/		32,955		20,112		14,892		67,989

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

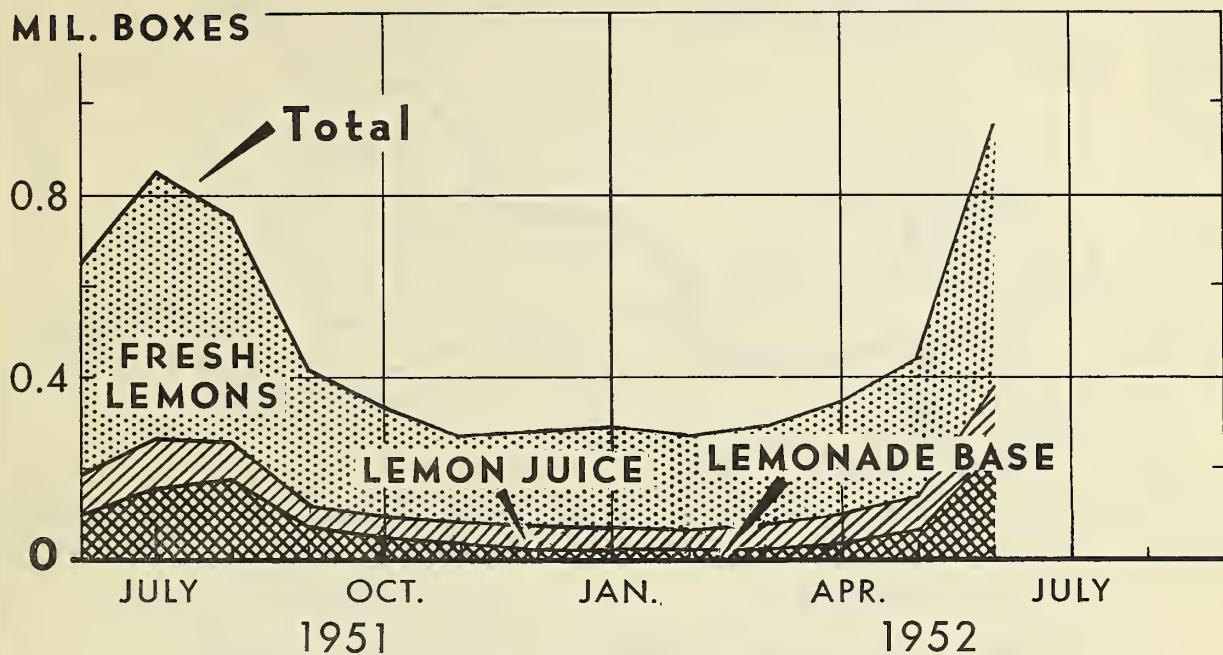
Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December	1,453	1,425	57	102	934	1,096	2,444	2,623
October-December 3/	3,638	3,925	200	335	3,478	3,756	7,316	8,016
January	1,732	1,810	58	101	1,110	1,139	2,900	3,050
February	2,033	1,709	57	107	1,099	1,152	3,189	2,968
March	2,113	1,713	62	125	1,082	1,081	3,257	2,919
October-March 3/	10,026	9,687	386	698	7,056	7,431	17,468	17,816
April	2,061	1,660	54	87	1,018	1,017	3,133	2,764
May	1,760	1,263	66	82	1,083	969	2,909	2,314
June	986	804	82	94	1,133	1,155	2,201	2,053
October-June 3/	13,687			989		10,847		25,523
July		455		84		1,232		1,771
August		267		70		1,247		1,584
September		246		73		1,217		1,536
Season 3/		14,745		1,236		14,873		30,854

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, June 1951 to date

Period	Lemon	Lemonade bases			Fresh	Total
	juice	1/		Total	lemons	1,000 boxes
	1/	Frozen	Shelf pack	1,000 boxes	1,000 boxes	1,000 boxes
1951						
June	90		75	16	466	647
July	108		129	27	584	848
August	85		148	23	497	753
September	47		55	11	300	413
October	47		40	5	236	328
November	47		27	4	192	270
December	48		19	3	209	279
October-December 2/	160		92	14	683	949
1952						
January	53		22	2	206	283
February	45		18	5	202	270
March	51		21	4	218	294
October-March 2/	318		156	26	1,369	1,869
April	60		33	5	251	349
May	72		55	10	308	445
June	144		205	34	577	960
October-June 2/						

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

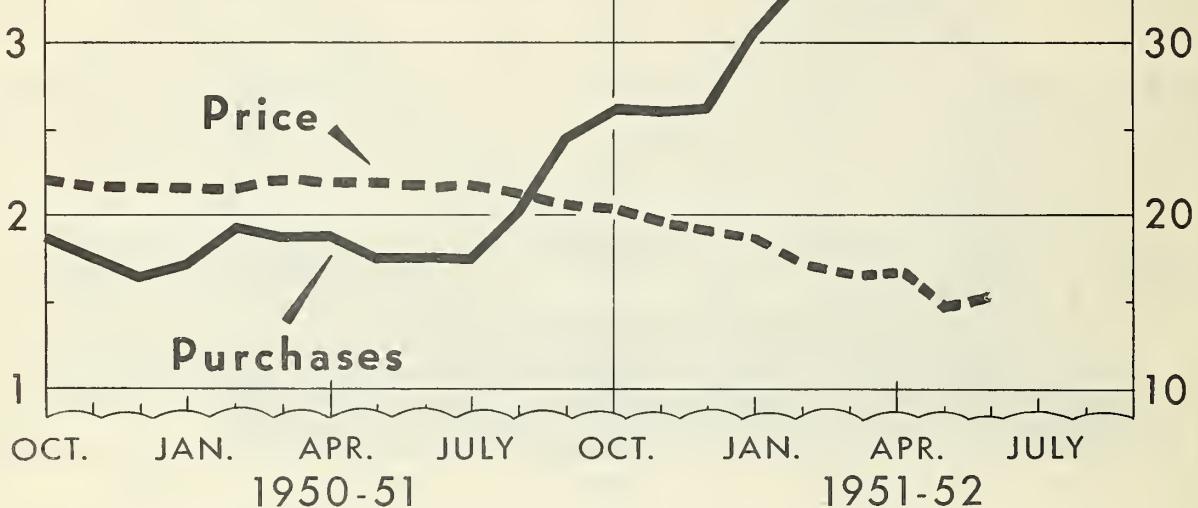
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid

MIL. GALS.

CENTS °



*PRICES PAID BY HOUSEHOLD CONSUMERS °PER CAN OF 6 OUNCES
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

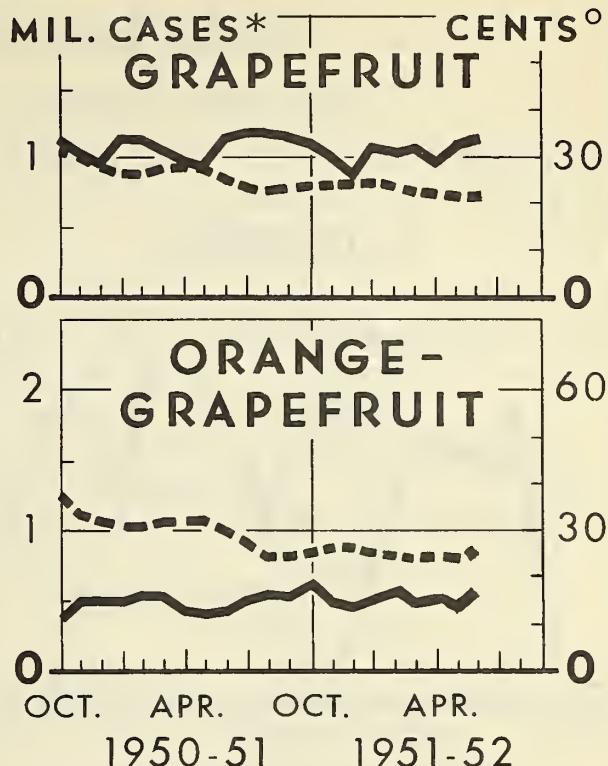
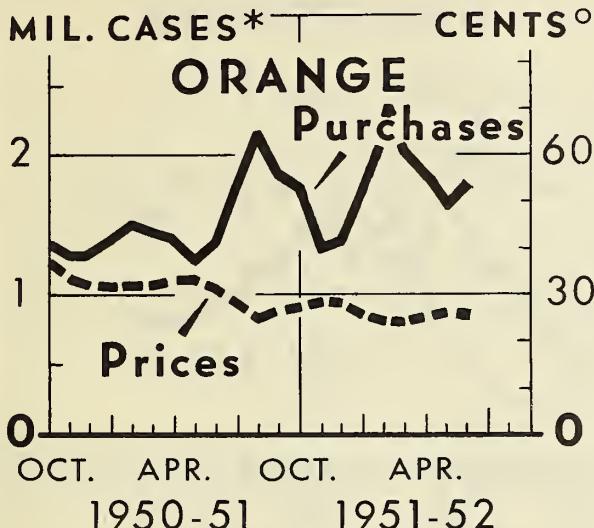
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March	3,314	1,872	16.3	22.1
October-March 1/	19,096	11,752		
April	3,350	1,892	16.5	21.9
May	3,812	1,768	14.8	21.9
June	3,811	1,775	15.3	21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

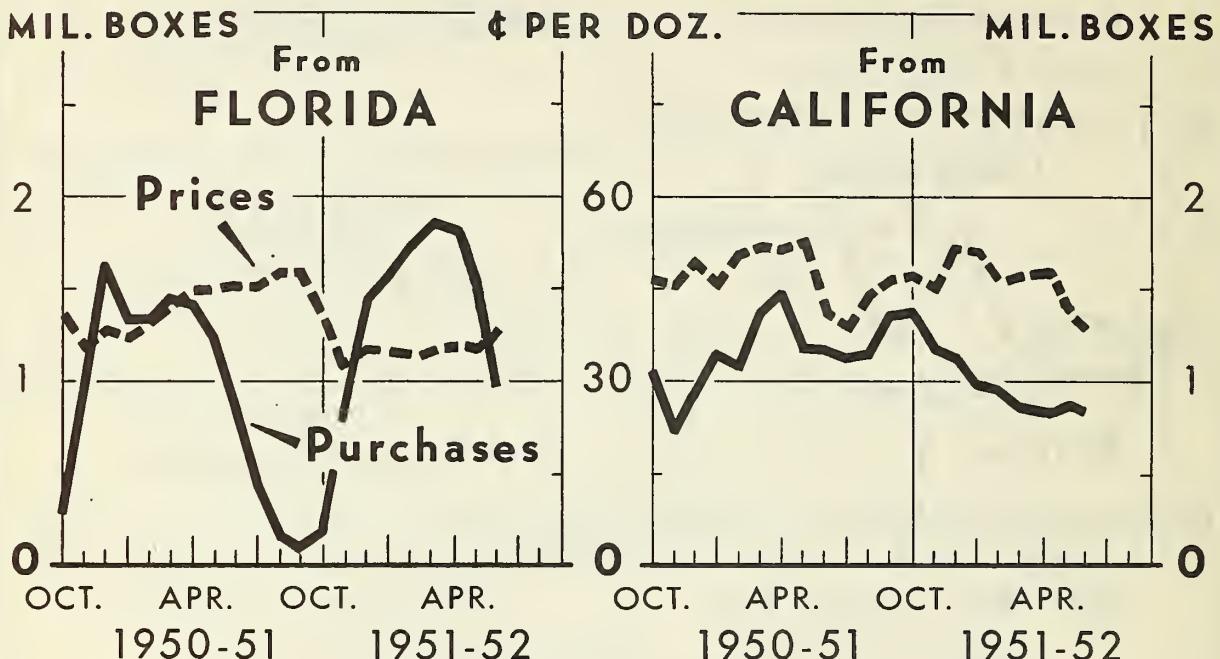
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	2,309	1,490	24.5	32.0	1,041	1,135	23.1	27.0	557	536	24.4	30.7
March	2,016	1,456	24.4	32.3	1,062	1,049	22.2	27.8	474	537	23.4	31.8
October-March 2/	11,570	8,931			6,692	7,012			3,343	3,193		
April	1,817	1,403	24.9	33.2	988	975	21.9	28.4	506	429	24.0	32.0
May	1,615	1,261	25.1	33.3	1,091	931	21.2	28.0	460	405	23.7	32.3
June	1,790	1,358	25.3	31.0	1,126	1,138	21.2	25.6	511	426	24.5	30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

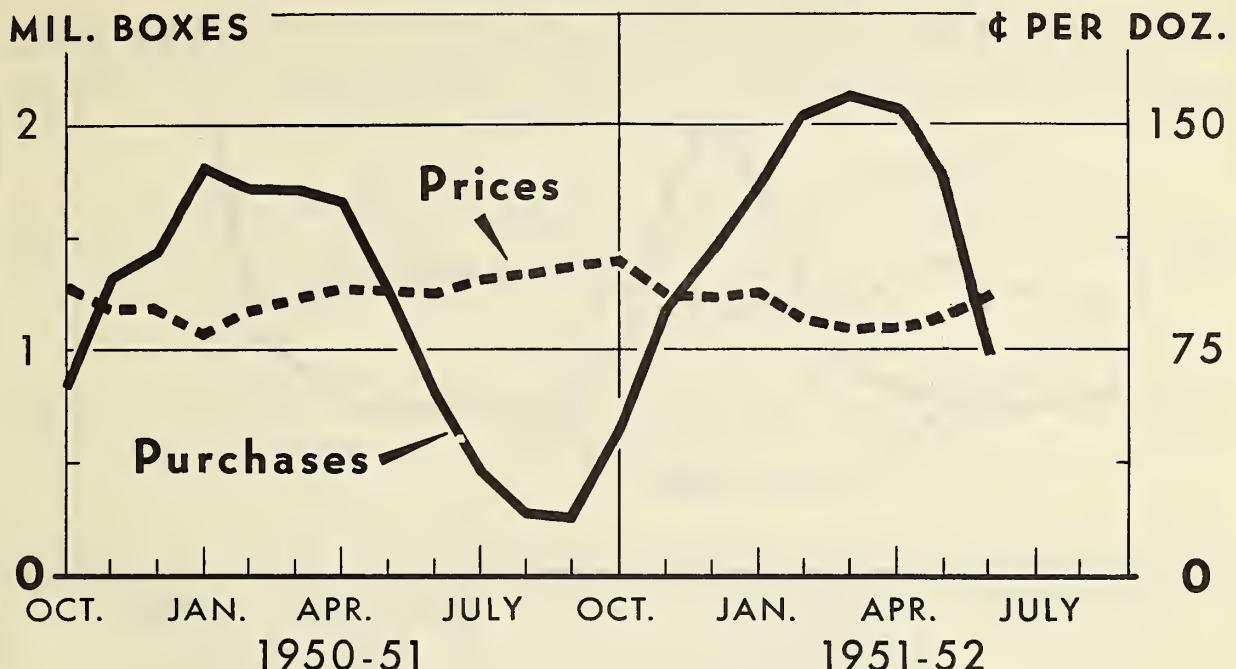
Fig. 6.—Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices		Purchases		Average prices	
	boxes	boxes	cents	cents	boxes	boxes	cents	cents
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	166	278	40.7	40.5	1,371	1,045	47.0	46.5
December	981	999	32.8	35.6	1,186	738	45.2	45.4
October-December 1/	1,168	1,640	34.8	38.3	1,116	938	50.8	49.4
	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March	1,869	1,451	34.8	42.1	862	1,370	46.6	52.1
October-March 1/	8,572	7,713			6,917	6,797		
April	1,809	1,412	35.3	44.6	826	1,472	47.2	51.8
May	1,521	1,243	35.2	45.1	885	1,171	42.2	52.3
June	969	830	38.0	45.7	826	1,160	38.7	41.0
October-June 1/	11,458				10,859			
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

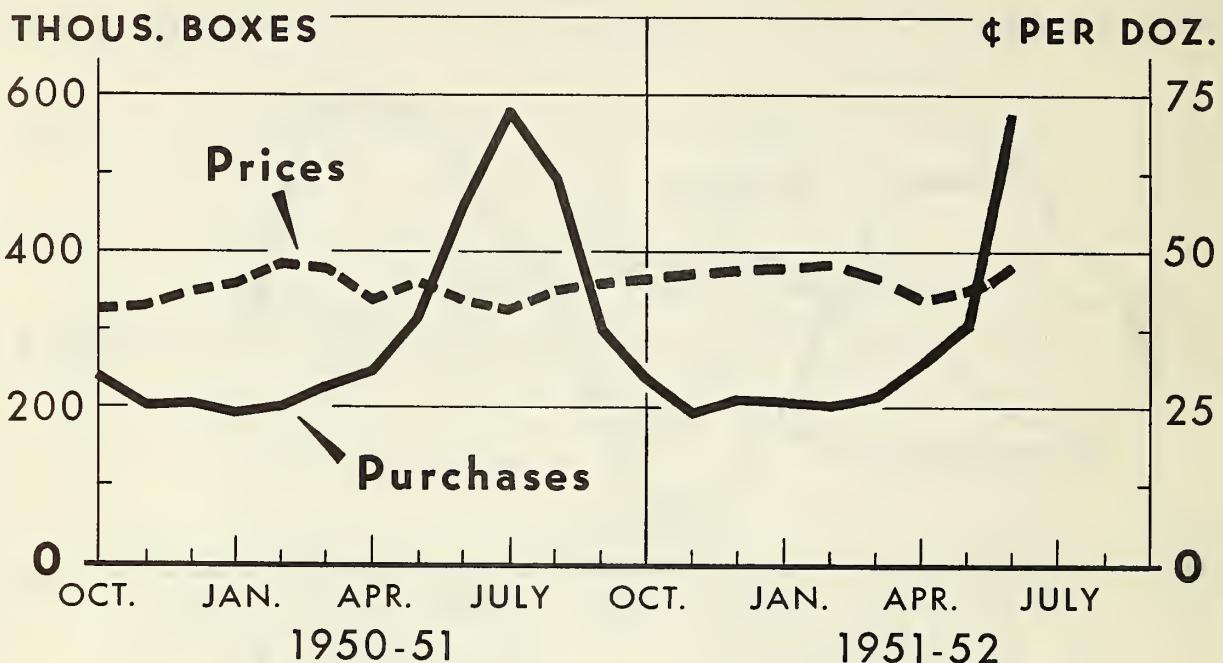
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March	2,113	1,713	81.8	91.8
October-March 1/	10,026	9,687		
April	2,061	1,660	83.0	94.0
May	1,760	1,263	84.4	94.3
June	986	804	90.9	93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

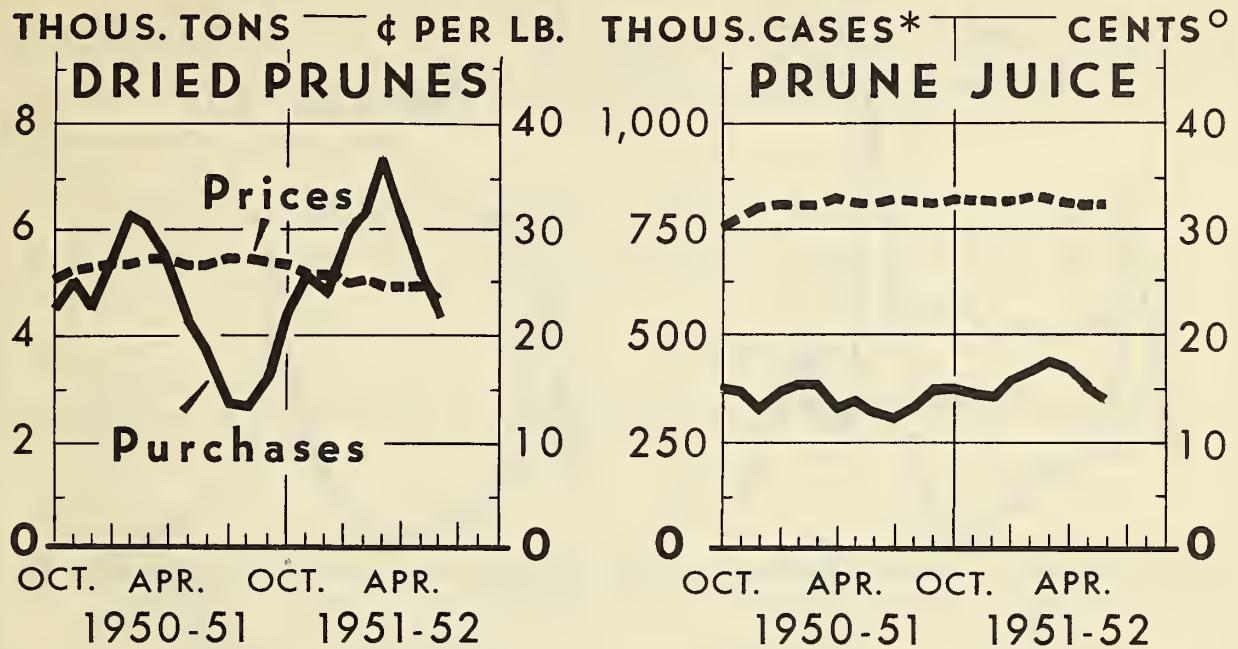
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October - December 1/	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	48.1
March	218	224	45.9	46.9
October-March 1/	1,369	1,365		
April	251	246	42.9	42.3
May	308	314	44.2	44.5
June	577	466	45.6	41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's 0 CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

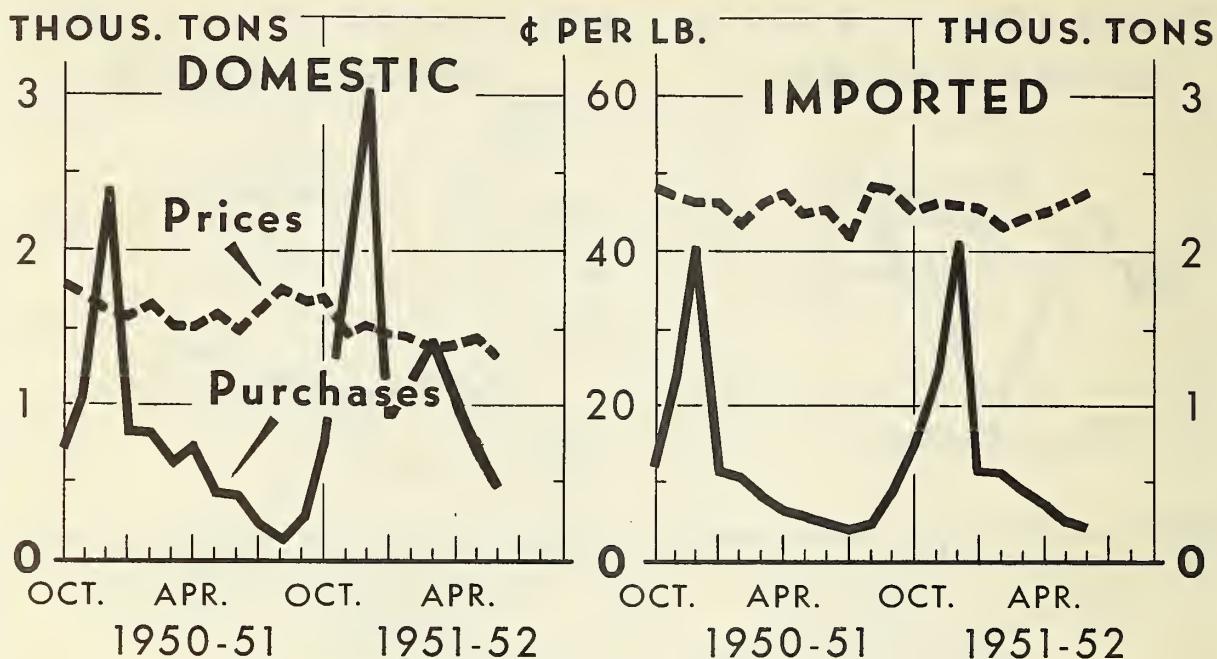
Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
	1951-52		1950-51		1951-52		per 32 oz. bottle	
	Tons	Tons	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	415	387	32.9	32.3
March	7,276	6,075	24.5	27.1	435	386	32.5	32.4
October-March 2/	37,068	35,037			2,578	2,439		
April	6,110	5,405	24.5	27.1	417	334	32.2	32.9
May	5,112	4,304	24.7	26.7	379	354	32.1	32.6
June	4,351	3,667	23.7	26.8	363	324	32.3	32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case
2/ The data on household purchases are based on 1 week per month.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/	6,251	4,043			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March	1,407	625	27.3	30.3	446	410	44.3	46.4
October-March 1/	9,917	7,077			6,146	5,805		
April	1,072	725	27.9	30.0	362	315	45.2	47.7
May	814	428	28.5	31.7	288	284	46.1	45.0
June	408	413	26.2	29.7	216	240	48.0	45.5
October-June 1/		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices, ade bases, and single strength ades:
U. S. total consumer purchases, percentage of families buying,
and average prices, June 1952 and comparisons 1/

Commodity	Consumer purchases	1,000 gallons	Percentage of families buying	Average price per 6-oz. can
			Percent	Cents
<u>Frozen concentrated juices:</u>				
Orange juice				
June 1952		3,811	26.7	15.3
May 1952		3,812	25.7	14.8
June 1951		1,775	18.5	21.6
Grape juice				
June 1952		249	4.7	22.1
May 1952		181	3.5	22.0
June 1951		182	4.1	21.9
Total 2/				
June 1952		4,287	28.4	
May 1952		4,184	27.0	
June 1951		2,177	20.7	
<u>Ade bases</u>				
Frozen				
Lemonade base				
June 1952		795	10.6	15.4
May 1952		212	4.0	15.1
Shelf pack				
Lemonade base				
June 1952		132	2.5	13.3
May 1952		40	.9	13.3
Orangeade base				
June 1952		402	4.8	14.9
April 1952		268	2.8	14.7
January 1952		181	2.3	15.5
Single strength ades		1,000 cases 3/	Percent	Cents 4/
Orangeade				
June 1952		350	3.4	26.6
April 1952		224	1.9	27.1
January 1952		227	2.2	28.5

1/ Each month represents a 4-week period.

2/ Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

3/ Equivalent cases of No. 2 cans, 432 ounces per case.

4/ Average price per 46-ounce can.

Table 2---Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, June 1952
May 1952, and June 1951 1/

Commodity	Consumer purchases: cases of 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz can 2/ Cents
Orange			
June 1952	1,790	16.3	25.3
May 1952	1,615	15.2	25.1
June 1951	1,358	14.0	31.0
Grapefruit			
June 1952	1,126	10.6	21.2
May 1952	1,091	10.2	21.2
June 1951	1,138	12.2	25.6
Orange-grapefruit blend			
June 1952	511	5.5	24.5
May 1952	460	4.9	23.7
June 1951	426	5.8	30.1
Lemon			
June 1952	137	6.7	9.7
May 1952	67	3.3	9.8
June 1951	86	4.5	10.0
Tomato			
June 1952	1,690	20.0	26.9
May 1952	1,743	20.3	27.1
June 1951	1,344	17.1	28.3
Pineapple			
June 1952	1,293	16.3	29.1
May 1952	1,279	16.7	28.3
June 1951	1,000	14.0	38.4
Prune			
June 1952	363	5.2	32.3
May 1952	379	5.9	32.1
June 1951	324	5.4	32.4
Total 3/			
June 1952	8,112	54.6	
May 1952	7,746	54.1	
June 1951	6,733	50.3	

1/ Each month represents a 4-week period.

2/ Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

3/ Total includes tangerine, apple grape, vegetable combination, and all other single strength juice.

Table 3--- Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, June 1952, May 1952, and June 1951 1/

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying		Average price per dozen Cents
		Percent	Percent	
Oranges				
California-Arizona				
June 1952	826	18.9		38.7
May 1952	885	19.1		42.2
June 1951	1,160	25.3		41.0
Florida				
June 1952	969	15.8		38.0
May 1952	1,521	23.6		35.2
June 1951	830	14.9		45.7
Total 2/				
June 1952	2,174	37.5		38.7
May 1952	2,846	44.4		38.1
June 1951	2,296	40.7		42.9
Grapefruit				
California-Arizona				
June 1952	162	3.2		82.0
May 1952	215	3.8		78.2
June 1951	159	3.9		74.3
Florida				
June 1952	461	9.6		93.7
May 1952	970	16.1		85.3
June 1951	374	8.5		99.4
Total 3/				
June 1952	986	19.2		90.9
May 1952	1,760	28.3		84.4
June 1951	804	18.7		93.7
Lemons				
June 1952	577	34.9		45.6
May 1952	308	24.3		44.2
June 1951	466	33.4		41.8

1/ Each month represent a 4-week period.

2/ Includes purchases of Texas oranges and those which were not identified as to origin.

3/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, June 1952
May 1952, and June 1951 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
June 1952	352	1.7	60.9
May 1952	371	1.9	64.3
June 1951	430	1.9	59.0
Dates			
Domestic			
June 1952	408	1.2	26.2
May 1952	814	2.5	28.5
June 1951	413	1.5	29.7
Imported			
June 1952	216	1.4	48.0
May 1952	288	1.8	46.1
June 1951	240	1.7	45.5
Total 2/			
June 1952	644	2.6	39.6
May 1952	1,169	4.5	33.2
June 1951	743	3.4	34.4
Peaches			
June 1952	231	1.1	42.4
May 1952	305	1.4	41.5
June 1951 3/	-	-	-
Prunes			
June 1952	4,351	9.3	23.7
May 1952	5,112	11.3	24.7
June 1951	3,667	9.4	26.8

1/ Each month represents a 4-week period.

2/ Includes purchases of dates which were not identified by origin

3/ Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned single strength juices and ades: U. S. total consumer purchases and average prices, June 1952 (4-week period)

Commodity	Percentage of all families buying:	Total all families buying:	Average per family:age purchase:	Per unit	Purchases					
					1,000 cases	Number	Ounces	Size	Cents	No. 2 can Cents
Canned juices										
Orange	16.3	1,790	1.8		63.0		46 oz.	25.3		10.4
Grapefruit	10.6	1,126	1.5		67.8		46 oz.	21.2		8.6
Orange & grapef. blend	5.5	511	1.6		58.3		46 oz.	24.5		9.8
Tangerine	1.4	116	1.4		60.8		46 oz.	22.1		9.4
Lemon	6.7	137	1.3		15.3		5½-6oz.	9.7		35.6
Apple	3.9	304	1.6		48.8		32 oz.	23.1		12.4
Grape	6.6	256	1.3		29.1		32 oz.	26.2		24.9
Pineapple	16.3	1,293	1.6		47.6		46 oz.	29.1		11.9
Prune	5.2	363	1.8		36.0		32 oz.	32.3		18.2
Tomato	20.0	1,690	1.7		49.5		46 oz.	26.9		11.4
Vegetable combination	3.5	175	1.2		37.5		46 oz.	39.7		16.7
Other juices	2/	351	2/		35.9		46 oz.	35.9		16.2
Total	54.6	8,112	3.0		49.2					12.2
Canned ades										
Orangeade		3.4	350	1.7		60.2	46 oz.	26.6		10.6

1/ Equivalent cases of No. 2 cans, 43.2 ounces per case.
 2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, June 1952 (4-week period)

Commodity	Percent of all families buying ; Percent	Total all families : buying family: age purchases 1,000 gallons Number	Average per size of average unit Ounces	Purchases	Average prices per actual unit Size Cents
<u>Frozen concentrated juices</u>					
Orange	26.7	3,811	2.4	16.6	6 oz. 15.3
Grape	4.7	249	1.4	10.2	6 oz. 22.1
Grapefruit 1/	-	-	-	-	-
Orange & Grpt. blend 1/	-	-	-	-	-
Other concentrates	2/	94	2/	17.2	6 oz. 14.8
Total	28.4	4,287	2.6	15.9	
<u>Ade bases</u>					
Lemonade	10.6	795	1.6	13.4	6 oz. 15.4
Frozen					

1/ Too few purchases reported for analysis. Purchases are included in total.
2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--- Fresh citrus fruit: U. S. total consumer purchases and average prices, June 1952 (4-week period)

Commodity	Percentage of all:	Total	Average per family buying:	Size of average family buying:	Average purchase per unit	Average price per dozen
	Percent	Percent	1,000 boxes	Number	Units	Cents
Orange						
California & Arizona	18.9	826	1.8	12.9	38.7	
Florida	15.8	969	2.2	12.3	38.0	
Texas ^{1/}	7	-	-	-	-	
Unidentified	9.4	357	1.6	11.9	39.8	
Total	37.5	2,174 2/	2.3	12.5	38.7	
Grapefruit						
California & Arizona	3.2	162	1.8	4.9	82.0	
Florida	9.6	461	1.9	3.9	93.7	
Texas ^{1/}	7	-	-	-	-	
Unidentified	7.6	312	1.7	4.0	94.1	
Total	19.2	986 2/	2.0	4.1	90.9	
Tangerines ^{1/}						
Lemons						
Limes ^{1/}						
Total		60.3	3,737 2/	3.4	8.9	45.4

^{1/} Too few purchases reported for analysis.

^{2/} Includes small amount of purchases of Texas fruit.

^{3/} Total does not include small purchases of Limes.

Table 8.—Dried fruit: U.S. total consumer purchases and average prices, June 1952 (4-week period)

Commodity	Percentage of all families buying	Total Tons ^{1/}	Average per family Number	Size of purchase: Ounces	Average price per pound Cents
Apricots	1.7	352	1.2	12.6	50.9
Dates	1.2	408	1.3	18.5	26.2
Domestic	1.4	216	1.2	9.3	48.0
Imported	1.1	20	1.0	17.8	25.4
Unidentified	2.6	644	1.3	13.8	33.6
Total					
Mixed Dried Fruit ^{1/}					
Peaches	1.1	231	1.3	12.4	42.4
Prunes	9.3	4,351	1.4	24.5	23.7

^{1/} Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company